

## **REMARKS**

This is a response to the non-final Office Action dated September 1, 2004.

Regarding the objections to the drawings in paragraph 1 of the Office Action, Applicants are filing a corrected drawing for Fig. 8(c) in which the reference number "8232" is changed to "832" for consistency with the specification (page 13, line 20). Entry of the replacement sheet is respectfully requested. No new matter is entered.

Additionally, the specification is amended to refer to the reference number 516 in Fig. 5

Additionally, a replacement sheet is attached hereto for Fig. 4, sheet 4/11, in which the reference number "406" is added for consistency with the informal drawings filed with the application and the specification, page 6, line 28, along with a marked-up annotated sheet showing the change. Item 406 denotes a web site.

Claims 1, 3-5, 10-14, 16-19 and 22-31 are amended, claims 2, 6-9, 15, 20 and 21 are cancelled, and claims 32-35 are new. Claim 1 recites a method associated with a manufacturer's server, when a web page is used. Claim 12 recites a method associated with a manufacturer's server, when a voice response server is used. Claim 19 recites a system associated with a seller's server. Claim 31 recites a program storage device corresponding to the method of claim 33. Claim 33 recites a method associated with a seller's server.

Claims 1, 12, 19, 30 and 33 are independent claims.

Regarding the rejection of claims 1-27 under 35 U.S.C. §101, the claims as amended are believed to clearly recite statutory subject matter.

Claims 1-4, 8, 19, 21 and 22 have been rejected under 35 U.S.C. §102(b) as being anticipated by Rogers et al. Applicants respectfully traverse the rejections. Rogers et al. is concerned with a registration system that facilitates returns of purchased products and avoids improper product returns under warranty (col. 1, lines 8-12). When a product is purchased, a sales associate enters identification information such as an individual serial number of the product, which is stored along with the date of the sale and a code of the product, such as the

SKU number. When the product is returned, the serial number of the product is cross-checked with the previously-stored data to verify the sale. (Rogers et al., abstract).

Accordingly, Rogers et al. are not concerned with the identity of the specific customer that purchased the product, or with providing a product registration for a customer – they are only concerned with tracking the sale of the product itself. In contrast, Applicants' claim 1, for example, sets forth a computer-implemented method for automating product registration, where product registration information and associated customer information is received at a server associated with a manufacturer. Additionally, at least one web page is generated to allow the customer to verify the product registration information and the customer information. Furthermore, a product registration of one or more products purchased by the customer is completed when the customer verifies the product registration information and the customer information. Rogers et al. simply provide no disclosure or suggestion of providing a product registration as claimed.

Furthermore, the dependent claims provide further patentable features that are not disclosed or suggested by Rogers et al.

Withdrawal of the rejection is therefore respectfully requested.

Claims 5, 9-11, 20, 25, 27, 29 and 31 have been rejected under 35 U.S.C. §103(a) as being unpatentable over Rogers et al. in view of Kirkpatrick et al. Kirkpatrick et al. provide a system for point of purchase product registration. When a product is purchased from an online site, a product registration interface (Fig. 3) may be presented to a consumer (abstract). When a product is purchased from a "bricks and mortar" retailer, the consumer may enter information for registering a product on an LCD display at a cash register. (par. 22). This approach is believed to be impractical since it would delay other consumers waiting to purchase products. Moreover, Kirkpatrick et al. provide no disclosure or suggestion of generating at least one web page, for example, using product registration information and customer information that is transmitted to a server associated with a manufacturer to allow the customer to verify the information.

Regarding the assertion that it would be obvious to combine the teachings of Rogers et al. and Kirkpatrick et al., Applicants respectfully note that there is no motivation in the references themselves to make the proposed combination. In fact, Rogers et al. are only concerned with verifying the purchase of a product so that returns can be monitored, and are not

interested at all in registering a product to a specific purchaser. Furthermore, Kirkpatrick et al. are only concerned with registering a product to a specific purchaser, but not with verifying the purchase of a product so that returns can be monitored. Accordingly, a person skilled in the art would not attempt to combine the references in the manner proposed absent the hindsight of the present invention.

Regarding claims 11, 29, 30 and 32 relating to gifts to a donee, Applicants respectfully dispute the assertion (Office Action, par. 11) that it would be inherent that a donee could effect a product registration as claimed. The Examiner is respectfully requested to support the assertion by citing a reference.

Withdrawal of the rejection is therefore respectfully requested.

Claims 12, 26 and 30 have been rejected under 35 U.S.C. §103(a) as being unpatentable over Rogers et al. in view of Kirkpatrick et al. and Rydbeck et al.

Rydbeck et al. are concerned with registering a wireless communication device such as a cell phone when the device is first used to start the warranty period. Applicants respectfully disagree that it would be obvious to combine these references as asserted since the Rydbeck et al. teaching is limited to registering a wireless communication device, so it is not clear how this concept can be combined with the teachings of Rogers et al. in view of Kirkpatrick et al., which provide no discussion of registering a wireless communication device. Moreover, Rydbeck et al. specifically teach against a warranty registration that is tied to the time of purchase (col. 1, line 27-col. 2, line 18). The automated registration of Rydbeck et al. is therefore not compatible with the techniques of Rogers et al. and Kirkpatrick et al.

Moreover, claim 12, for example, now clarifies that product registration information and associated customer information is received, from a seller, at a voice response unit server associated with a manufacturer, where the customer information is associated with the customer and is acquired at a time the customer purchases one or more products. Rydbeck et al. do not disclose or suggest these features since the wireless communication device is registered after it is purchase, at the time of first use, without regard to customer information acquired at the time of purchase.

Claims 6, 7 and 13-18 have been rejected under 35 U.S.C. §103(a) as being unpatentable over Rogers et al. in view of Kirkpatrick et al. and Rydbeck et al. and Jalili.

Applicants respectfully submit that it would not be obvious to combine the references as asserted since Jalili is concerned with a secure purchase transaction and not with any type of product registration as claimed.

Withdrawal of the rejection is therefore respectfully requested.

In view of the foregoing remarks, it is respectfully submitted that this application is in condition for allowance. Accordingly, it is respectfully requested that this application be allowed and a Notice of Allowance be issued. If the Examiner believes that a telephone conference with the Applicant's attorneys would be advantageous to the disposition of this case, the Examiner is requested to telephone the undersigned.

Respectfully submitted,



Ralph F. Hoppin

Registration No. 38,494

SCULLY, SCOTT, MURPHY & PRESSER  
400 Garden City Plaza, Suite 300  
Garden City, New York 11530  
(516) 742-4343  
SF:RFH/kd

### **Amendments to the Drawings:**

A replacement sheet is attached hereto for Fig. 4, sheet 4/11, in which the reference number "406" is added for consistency with the informal drawings filed with the application and the specification, page 6, line 28, along with a marked-up annotated sheet showing the change. Item 406 denotes a web site.

A replacement sheet is also attached hereto for Fig. 8(c), sheet 10/11, in which the reference number "8232" is changed to "832" for consistency with the specification (page 13, line 20), along with a marked-up annotated sheet showing the change.

Entry of the replacement sheets is respectfully requested. No new matter is entered.



Marked-Up Sheet  
YOR920000718US1

4/11

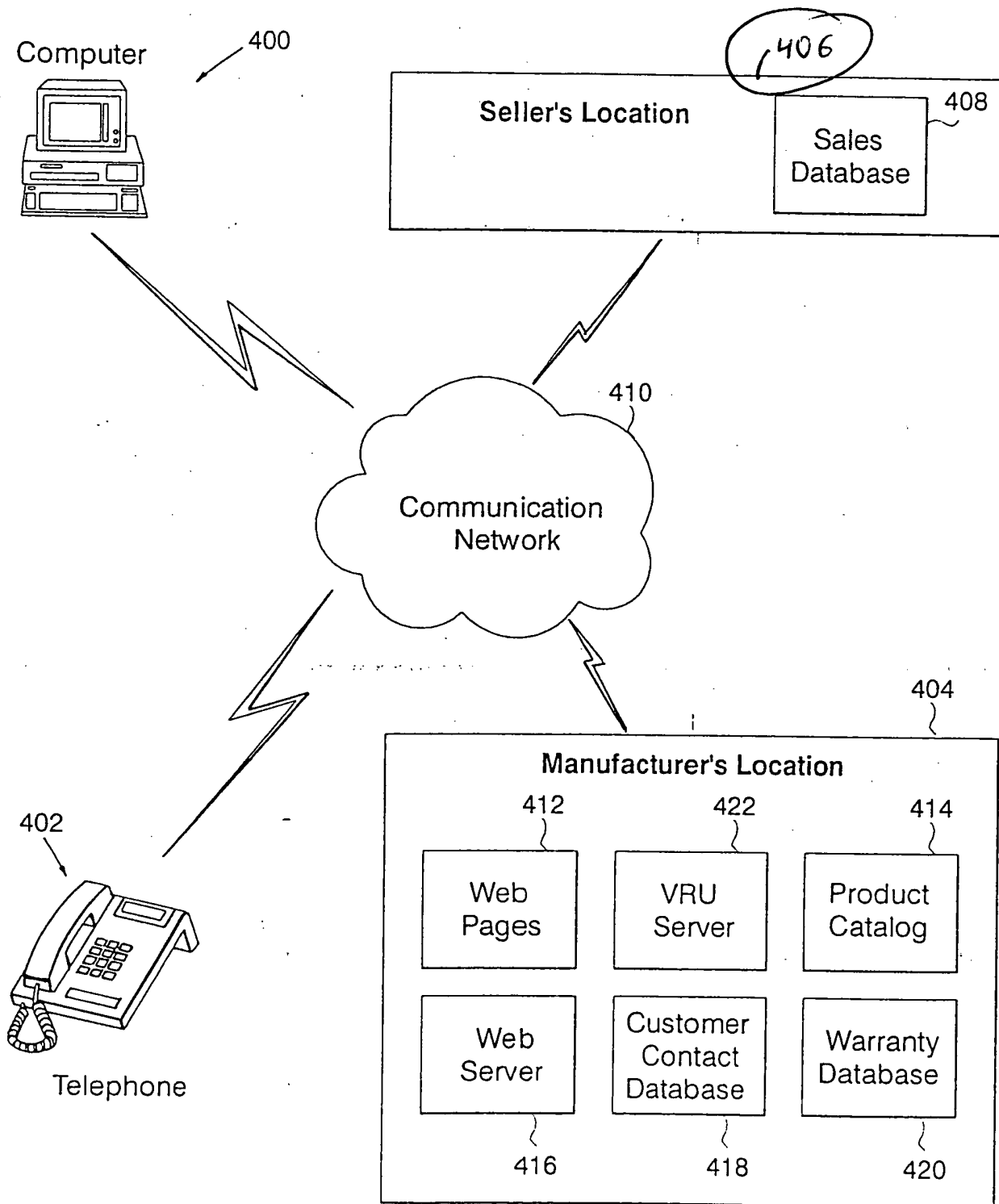


Figure 4



Marked-Up Sheet

YOR920000718US1

10/11

CANCELLED

822

Acme Inc Web Site  
Customer Survey Form (optional)

824

Purchase Information

Date of purchase

Store where purchased

826

Demographic Data

Number of people in the household

Household income

Reason for purchase

How did you hear about the product?

828

Any other comments

~~8232~~ 832

834 836

Figure 8(c)